

We claim:

1. An advertising panel system for a conveyor comprised of a series of substantially identically shaped plates which move in a closed path, comprising:

a plurality of advertising panels, each of said panels being comprised of a base carrier sheet having a lower surface and an upper surface, a transparent cover sheet having a lower surface and an upper surface and an advertising sheet interposed between said base carrier and said transparent cover sheet;

each of said sheets having substantially the same shape and dimension and having substantially the same shape and dimension as each of said plates;

each of said sheets further including a plurality of apertures formed therein and spaced around their peripheries with the apertures of each sheet being in alignment with the apertures in each of said other sheets of each advertising panel;

adhesive means securing said base carrier sheet to one of said plates,
and

a plurality of connectors connecting said sheets together, each connector including a threaded nut having a head and a body, each connector further having a complimentary threaded screw having a head and a body, the bodies of said nut and screw passing through said apertures with said heads being substantially flush with said lower surface of said base carrier sheet and said upper surface of said cover sheet.

2. The advertising panel system for a conveyor as claimed in Claim 1 wherein said body of said nut passes upwardly through an aperture in said base carrier sheet and said advertising sheet and wherein the head of said nut rests on said plate.

3. The advertising panel system for a conveyor as claimed in Claim 2 wherein said body of said screw passes downwardly through an aperture in said transparent cover sheet and is treaded into the body of said nut, the head of said screw being essentially flush with the upper surface of said cover sheet.

4. The advertising panel system for a conveyor as claimed in Claim 3 wherein said aperture in said cover sheet has a chamfered opening adjacent said upper surface thereof.

5. The advertising panel system for a conveyor as claimed in Claim 4 wherein at least a portion of said screw head lies within said chamfered opening.